



CONVENTION SPOTLIGHT

February 25-28, 2006 • Palm Springs Convention Center & Wyndham Hotel • Palm Springs, CA



CARVILLE & MATALIN TO PROVIDE AN EXPLOSIVE START TO IFA'S CONVENTION

Get ready for the fireworks! The Opening General Session at our 46th Annual Convention in Palm Springs will be more exciting than ever as we welcome **James Carville** and **Mary Matalin** to the stage. Washington's most well-known power couple will provide an enlightening and entertaining look at today's most important political issues as well as a behind-the-scenes look at Washington politics, including their take on the upcoming election cycle. Co-authors of the national bestseller, *All's Fair: Love, War and Running for President*, both Matalin and Carville are key players on the national political stage, having between them worked for every president over the last 25 years. In this dramatic appearance, Carville and Matalin will combine their unique experience as perennial political insiders to provide you with a stimulating, candid and provocative analysis of the day's headlines and today's hot-button political issues from both sides of the political aisle for a lively and engaging exchange of views.

About James Carville – incisive, insightful and entertaining, James Carville is renowned for his razor-sharp wit and penetrating examination of the political world. Known as the “Ragin’ Cajun,” Carville is bombastic, enthusiastic, and shoots straight-from-the-hip. He has devised the most dramatic political victories of our generation including serving as the mastermind behind Clinton’s presidential campaign. His latest book, *Had Enough?*, is a handbook for taking back Congress, the White House and the country. Carville never disappoints, providing viewers of CNN’s political news programming and audiences with lively political debate and his undeniable political savvy.

About Mary Matalin – one of the nation’s hardest-hitting conservative political commentators, Mary Matalin has slugged it out in the political trenches as an election-time political strategist and as a trusted advisor to the corridors of power including serving as deputy campaign manager for President George Bush, Sr.’s 1988 re-election bid. She also served concurrently as counselor to Vice President Cheney and assistant to President George W. Bush. Matalin served as co-host of CNN’s *Crossfire* and has written for *Newsweek* and *The Los Angeles Times*.

Carville and Matalin’s appearance at this year’s convention is guaranteed to be a show-stopper! Through insightful (*and often opposing*) commentary, witty banter and laugh-out-loud humor, this opening session will set the stage for our most compelling convention ever! Members of our Convention Committee have worked tirelessly to provide you with exciting and informative programming like this that meets the needs of our very diverse membership. Both start-up and mature franchise systems (and everyone in between) will benefit from participating in this year’s program.

Plus, the space at the Palm Springs Convention Center is newly renovated and expansive serving as the perfect host for our biggest convention ever! But don’t wait, reserve your space now! Simply complete the form on the reverse side and send it to the IFA Offices in Washington today. Our Convention is simply a “must attend” for everyone in franchising. For further program information, visit www.franchise.org and click on the “News & Events” link.

2006 IFA CONVENTION Registration Form

Please complete one form per person.



building the future together

Full Name _____ Nickname for Badge _____
 Title _____ Spouse (if registering) _____
 Company _____ Franchisor Franchisee Supplier
 Address _____
 City _____ State _____ Zip _____
 Telephone _____ Fax _____
 Email _____


Are you? CEO COO CFO Founder Number of Units _____
 Is this your first IFA Convention? Yes No
 Are you franchising internationally? Yes No

- Check here if you do not wish to receive emails and faxes on Convention events and issues of interest.
 Check here if you would like to receive information about the ICFE Special Sessions held during the Convention.
 Check here to subscribe to the *IFA SmartBrief* – our free online franchising news service.



Please mark the appropriate boxes to indicate your participation and fees.

Registration fees are PER PERSON.

- Check here if special assistance is required to fully participate. 

Franchisor Member

- 1-3 registrants when registering together \$ 899 \$ _____
 4 or more registrants when registering together \$ 749 \$ _____

Supplier Forum Member

- 1-3 registrants when registering together \$ 899 \$ _____
 4 or more registrants when registering together \$ 749 \$ _____

IFA Franchisee Member

- 1-3 registrants when registering together \$ 549 \$ _____
 4 or more registrants when registering together \$ 449 \$ _____
 Member Exhibitor \$ 599 \$ _____
 Nonmember Exhibitor \$1,249 \$ _____
 Nonmember Franchisor or Supplier \$1,649 \$ _____
 Nonmember Franchisee \$ 899 \$ _____
 University Personnel (full time) \$ 549 \$ _____
 Spouse (includes evening social events only) \$ 350 \$ _____
 WFC Annual Leadership Conference \$ 50 \$ _____
 Prayer Breakfast N/C
 Convention Speaker (this rate is not applicable to roundtable facilitators.) \$ 450 \$ _____
Total Fee \$ _____

Cancellation Policy: Full refunds will be granted for cancellations received in writing by January 20, 2006. Cancellations received after that date are subject to a 50% penalty. No refunds are permitted after February 3. Substitutions are permitted at any time.

Hotel Reservations: All events associated with the IFA Convention will take place in the Palm Springs Convention Center or connecting Wyndham Palm Springs. For your convenience, IFA has rooms set aside at five hotels all within short walking distance to the Palm Springs Convention Center – the Wyndham (IFA Headquarters hotel), the Marriott Courtyard Palm Springs, the Spa Resort Casino, Hilton Palm Springs and Hotel Zoso. Make your reservations online through the Palm Springs Desert Resorts Convention & Visitors Authority by visiting www.palmspringsusa.com no later than January 17, 2006. Please use our group code, IFA0206, to enter the “Convention Group Reservations” area of the web site and follow the directions on the screen. You will receive an acknowledgement by email the same day your reservation is made online. If you do not receive this acknowledgement or if you have another question, please contact the Housing Bureau at 760/969-1320 or housing@palmspringsusa.com.

Payment Method

Check Enclosed payable to IFA (Federal Tax ID # 36-6108621)
 Credit Card: AMEX VISA MasterCard Discover
 Account # _____ Expiration Date _____
 Cardholder's Name _____
 Cardholder's Billing Address _____

 Signature _____

Send completed form with payment to:



IFA's 46th Annual Convention
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